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## CLAIMS

1. An interactive method for multimedia message services comprising the steps of: receiving a multimedia message from a server; generating a page displaying or playing the multimedia message at an user terminal, wherein one or more controllers are embedded into the displayed or played multimedia message and the relationship between said controllers is defined; and triggering at least one action event and performing a corresponding action in response to the operations of the one or more controllers.

2. The interactive method according to claim 1, characterized in that the step of generating the page for displaying or playing a multimedia message further includes: parsing the received multimedia message to obtain the presentation structure of said multimedia message; and generating a data model used in the page for displaying or playing said multimedia messages based on said multimedia message presentation structure.

3. The method according to claim 1, characterized in that said triggered action event is to send back a response message to the server which renders said multimedia message; and further includes a step of: in response to the operation of said controllers, automatically generating a response message for request to submit an order.

4. The method according to claim 1, characterized in that said triggered action event is to modify the content of said multimedia message; and further includes a step of: in response to the operation of said controllers, displaying or playing said modified content of said multimedia message.

5. The method according to any one of claims 1 to 4, characterized in that said relationship includes at least one of a LINK relationship and a CONTAIN relationship.

6. The method according to any one of claims 1 to 4, characterized in that it further includes the steps of: parsing the received multimedia message to obtain an action list of related action rules; listening in the triggered action events based on said action list.

7. The method according to any one of claims 1 to 4, characterized in that said multimedia message is composed in the language forms of XForms, XML, SMIL, XHTML or HTML.

8. The method according to any one of claims 1 to 4, characterized in that said controllers include one of a submit button, a selective button, a radio button, a check box, a text, a text field, a list box, an option menu.

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9.  A user terminal for a multimedia message service, adapted to receive a multimedia message from a server and to process said multimedia message, said user terminal comprising: a device for receiving a multimedia message from a server; a device for generating a page for displaying or playing said multimedia message; a device for embedding one or more controllers, between which relationships are defined, into said displayed or played multimedia message; and a device for trigging at least one action event in response to an operation of said one or more controllers, and for implementing the corresponding action.

10. The user terminal according to claim 9, characterized in that the device for generating the page for displaying or playing a multimedia message further includes: a device for parsing the received multimedia message to obtain the presentation structure of said multimedia message; and a device for generating a data model used in the page for displaying or playing said multimedia messages based on said multimedia message presentation structure.

11. The user terminal according to claim 9, characterized in that when said triggered action event is to send back a response message to the server which renders said multimedia message, in response to the operation of said controller, said means for triggering action event and for performing corresponding action automatically generates a response message for request to submit an order.

12. The user terminal according to claim 9, characterized in that when said triggered action event is to modify the content of said multimedia message, in response to the operation of said controller, said means for triggering action event and for performing corresponding action displays or plays said modified content of said multimedia message.

13. The user terminal according to any one of claims 9 to 12, characterized in that said relationship includes at least one of a LINK relationship and a CONTAIN relationship.

14. The user terminal according to any one of claims 9 to 12, characterized in that it further includes a device for parsing the received multimedia message to obtain an action list of related action rules; a device for listening in the triggered action events based on said action list.

15. The user terminal according to any one of claims 9 to 12, characterized in that said multimedia message is composed in the language forms of XForms, XML, SMIL, XHTML or HTML.

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16. The user terminal according to any one of claims 9 to 12, characterized in that controller includes one of a submit button, a selective button, a radio button, a check box, a text, a text field, a list box, an option menu.

17. A communication system for multimedia message service, said system comprises: one or more
5      user terminals; one or more servers for sending a multimedia message to said user terminals, characterized in that a user terminal of said one or more user terminals comprises: a device for receiving a multimedia message from a server; a device for generating a page for displaying or playing said multimedia message; a device for embedding one or more controllers, between which relationships are defined, into said displayed or played multimedia message; and a device
10      for trigging at least one action event in response to an operation of said one or more       .
controllers, and for performing the corresponding action.

18. A computer program for running on a user terminal within a multimedia communication system, wherein said communication system comprises one or more user terminals, and one or more servers for sending a multimedia message to said user terminals, said computer program runs
15      on said user terminal for performing following steps: receiving a multimedia message from a server, generating a page for displaying or playing said multimedia message; wherein one or more controllers are embedded into said displayed or played multimedia message and associations between said controllers are defined; and in response to an operation of said one or more controllers, triggering at least one action event and performing the corresponding
20      action.